



NEWS RELEASE

Tuesday 28th, September 2021

SUPER NINTENDO WORLD EXPANSION WORLD'S FIRST DONKEY KONG THEMED AREA SET TO OPEN IN 2024

Since its opening, SUPER NINTENDO WORLD at Universal Studios Japan has gained worldwide attention from fans and guests who continue to level up with excitement while experiencing the land's rides, interactive themed entertainment and game play featuring iconic Nintendo characters.

To further immerse guests into Nintendo's well-known series of games, Universal Studios Japan will expand the land to include a new area themed after Donkey Kong. The new area will bring to life the world of one of Nintendo's most beloved games and feature a roller coaster, interactive experiences, themed merchandise and food –and all the fun and excitement of SUPER NINTENDO WORLD. Guests will feel like they are playing inside the world of Donkey Kong as they take a walk on the wild side through the lush jungles where Donkey Kong and his friends live. The new area is set to open in 2024.



© Nintendo

Nintendo's Donkey Kong franchise started with an arcade game in 1981 and quickly captured the hearts of fans around the world. Since then, the Donkey Kong game series has continually delivered more games on Nintendo video game systems, such as the Super Nintendo Entertainment System, Wii, and Nintendo Switch. The series has sold over 65 million units (as of March 2021) worldwide to generations of fans.

The Universal creative team and the Nintendo creative team — including Shigeru Miyamoto, the creator of Super Mario — will bring the new Donkey Kong themed area to life. The area will be a gamechanger that combines the innovative technology and globally popular approach to theme park entertainment of Universal with the creativity of Nintendo. With the addition of the Donkey Kong area, SUPER NINTENDO WORLD at Universal Studios Japan will increase in size by approximately 70%.

J.L. Bonnier, President & CEO, Universal Studios Japan

SUPER NINTENDO WORLD creates a whole new level of theme park entertainment and has quickly become an exciting, must-do experience for our guests. We are thrilled to continue working with Nintendo as we fulfill our vision to bring their characters and stories to life. Our new Donkey Kong themed area will bring even more excitement and fun to the SUPER NINTENDO WORLD experience.

Shigeru Miyamoto, Representative Director, Fellow of Nintendo

I am very happy to be able to make the world of Donkey Kong a reality following the world of Mario. I am looking forward to creating a thrilling Donkey Kong experience with the amazing team at Universal. It will take some time until it is completed, but it will be a unique area for not only people who are familiar with Donkey Kong games, but for all guests.

About Universal Studios Japan

Universal Studios Japan is wholly owned by Comcast NBCUniversal. Universal Studios Japan located in Osaka, Japan, has succeeded in establishing its position as a prominent entertainment and leisure landmark drawing many guests from distant areas in Japan as well as overseas. "Bringing You the Best of the World" - a theme park where its guests can have the world's best experiences and create the world's best memories, Universal Studios Japan offers world-class entertainment such as authentic attractions and shows, based not only on Hollywood blockbusters but also popular entertainment brands, and a variety of seasonal events entertaining its guests to the fullest. Universal Studios Japan has continued to evolve since its opening and has recently accelerated its growth with the launch of world-class entertainment experiences such as The Wizarding World of Harry Potter, The Flying Dinosaur, Minion Park and SUPER NINTENDO WORLD, a new area where you can enjoy entertainment based on world-renowned Nintendo characters and their worlds.

COVID-19 Precautions

The health and safety of guests and team members will always be top priority at Universal Studios Japan. USJ has continuously engaged with the industry and various associations to establish and update the "Novel Coronavirus Spread Prevention Guidelines for Theme Parks and Amusement Parks." Please check the official website (<https://www.usj.co.jp/web/en/us/service-guide/safety>) for details.

*Based on in-house research of facilities based on the world of Nintendo brand characters.

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General Inquiries regarding Universal Studios Japan:

Information Center: Tel : 0570-20-0606 / Official Website: www.usj.co.jp

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